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| 09/880,723 | 06/12/2001 | Martin K. Tarvydas | INFS-1-16372 | 4943 |

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| EXAMINER |
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| ART UNIT | PAPER NUMBER |
|---|---|
| 3625 | |

DATE MAILED: 02/28/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

PTO-90C (Rev. 10/03)

*-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --*

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTH(S) FROM
THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed
  after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any
  earned patent term adjustment. See 37 CFR 1.704(b).

## Status

1)☒ Responsive to communication(s) filed on *20 January 2005*.

2a)☐ This action is **FINAL**.  2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is
closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

4)☒ Claim(s) *1-51* is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-51* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

## Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All  b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage
application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
    Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____ .

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: _____.

## DETAILED ACTION

### *Continued Examination Under 37 CFR 1.114*

A request for continued examination under 37 CFR 1.114, including the fee set

forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this

application is eligible for continued examination under 37 CFR 1.114, and the fee set

forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action

has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on

1/20/2005 has been entered.

### *Response to Amendment*

Applicant amendment of 1-20-05 amended claims 1, 2, 4 – 5, 8, 31, 32, 39, 40

and 45 - 47 and added new claims 48 - 51 as well as traversed rejections of Claims 1 -

47.

Currently, claims 1- 51 are pending.

### *Claim Rejections - 35 USC § 112*

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly
claiming the subject matter which the applicant regards as his invention.

Claims 1, 31, 39, 40, 45 - 47 are rejected under 35 U.S.C. 112, second

paragraph, as being indefinite for failing to particularly point out and distinctly claim the

subject matter which applicant regards as the invention. In the claims, the phrase

"consistent user interface " is a relative phrase, which renders the claims indefinite. The

phrase " consistent user interface " is not defined by the claim(s), the specification does

not provide a standard for ascertaining the requisite degree, and one of ordinary skill in

the art would not be reasonably appraised of the scope of the invention.  Moreover, the

phrase and particularly the word "consistent is so broad as inhibiting a reasonable

determination of the metes and bounds of the claims. For examination purposes, the

phrase "consistent user interface" will be interpreted as providing a consistent user

interface as provided by Internet Explorer or Netscape browsers.


### Claim Rejections - 35 USC § 103

The text of those sections of Title 35, U.S. Code not included in this action can

be found in a prior Office action.

**Claims 1, 2, 9 – 10, 12, 22 - 26, 28 - 31, 36, 39 – 40 and 45 - 51 are rejected**

**under 35 U.S.C. 103(a) as being unpatentable over DiAngelo (US 6,101,482) in**

**view of W/O 00/31657 (hereafter referred to as "Redcart").**


Regarding claim 1 and related claims 31, 39 – 40 and 45 – 47, DiAngelo teaches a

method, system and apparatus with computer readable medium of providing a

consistent user interface to allow a consumer to order products via a network,

comprising:

providing a search component for searching a local database fro information relating to

at least one product prior to searching at least one website for said information (see at

least Col 16, lines 26 -33);

providing a window for the consumer to browse product information from a plurality of

merchants, said plurality of merchants including a non-affiliated merchant (see at least

Abstract and Col 2, lines 24 – 51 and Figure 1);

providing a universal shopping cart link for retrieving a universal shopping cart (see at

least Col 2, lines 21 – 24).


While DiAngelo does disclose a user interface with universal shopping cart to allow a

consumer to order products, the reference does not specifically disclose and teach a

method and system including an apparatus with computer readable medium for

providing product selection links for selecting and adding selected products to said

universal shopping cart; and providing a universal shopping cart check out link for

checking out said universal shopping cart without directing the consumer to a selected

merchant's site.


On other hand and in the same area of a user interface with a universal shopping cart to

allow a consumer to order products, Redcart teaches a method and apparatus with

computer readable medium of providing product selection links for selecting and adding

selected products to said universal shopping cart (see at least Abstract, Page 2, lines

32  - 43); and

providing a universal shopping cart check out link for checking out said universal shopping cart without directing the consumer to a selected merchant's site (see at least Abstract and Page 2, lines 32 - 43).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have provide the method and system with computer readable medium of DiAngelo with the method, system and computer readable medium of Redcart to have enabled a method, system and computer readable medium for providing product selection links for selecting and adding selected products to said universal shopping cart; providing a search component for searching a local database fro information relating to at least one product prior to searching at least one website for said information and providing a universal shopping cart check out link for checking out said universal shopping cart without directing the consumer to a selected merchant's site – in order to simplify the interface as well check out process for online shoppers. DiAngelo discloses a method, system and apparatus with computer readable medium of providing a user interface to allow a consumer to order products via a network, comprising: providing a search component for searching a local database fro information relating to at least one product prior to searching at least one website for said information; providing a window for the consumer to browse product information from a plurality of merchants, said plurality of merchants including a non-affiliated merchant; providing a universal shopping cart link for retrieving a universal shopping cart (see at least Abstract and Col 2, lines 21 – 51). Redcart discloses a method,

system with apparatus including a computer readable medium of providing product selection links for selecting and adding selected products to said universal shopping cart; and providing a universal shopping cart check out link for checking out said universal shopping cart without directing the consumer to a selected merchant's site (see at least Abstract and Page 2, lines 32 - 44). Therefore, one of ordinary skill in the art would have been motivated to extend the method, system and apparatus with computer readable medium of DiAngelo with a method, system and apparatus with computer readable medium of providing product selection links for selecting and adding selected products to said universal shopping cart; and providing a universal shopping cart check out link for checking out said universal shopping cart without directing the consumer to a selected merchant's site. In this manner, the online shopper's satisfaction will be increased as a result of the simplified process of shopping and buying across heterogeneous sites, which will save time. With this increase in satisfaction, the probability will be increased that the online shopper will return for future shopping needs as well as recommending the site to others.

Regarding claim 2, DiAngelo teaches a method, wherein retrieving said universal shopping cart comprises determining whether an existing universal shopping cart is associated with the customer; and creating a new universal shopping cart when no existing universal shopping cart is associated with the customer (Abstract).

Regarding claim 9, Redcart teaches a method, wherein the process of injecting the product order is performed by determining said merchant to be an affiliated merchant; and sending said product order to said affiliated merchant according to a predetermined protocol (Page 8, lines 21 - 26).

Regarding claim 10 and related claim 12, Redcart teaches a method, wherein the process of injecting said product order is performed by obtaining services from a merchant's site associated with said selected product; pattern matching said services; and creating instances of parameterized service for each state that contain essential details required to navigate said merchant's site and place said product order, wherein a state is a set of methods and data that have input criteria and exit criteria for any section of the form in the check out process (Abstract and Page 3, lines 30 - 33).

Regarding claim 22, DiAngelo teaches a method, wherein said product information includes information on a plurality of products of the same product type sold by a plurality of merchants to allow the consumer to view product information and compare products of the same product type sold by different merchants using the consistent user interface (Abstract and Col 2, lines 45 – 51 and Col 3, lines 25 -27) and (claim 23) further comprising assigning a product key to each of said at least one selected product to uniquely identify each of said at least one selected product and a merchant associated with said at least one selected product (Col 4, lines 34 – 39).

Regarding claim 24, DiAngelo teaches a method, wherein said universal shopping cart is retrieved from a universal shopping cart database that includes consumer information and information on any previously saved product items (Abstract and Col 2, lines 21 - 51).

Regarding claim 25, Redcart teaches a method, further comprising obtaining an order confirmation from said merchant; and notifying the consumer of said order confirmation (Page 16, lines 36 -38). Please note that Redcart does not specifically disclose order confirmation. However, in online methods and systems it was old and well known that at the completion of the ordering and confirmation page notifies the customer. In this regard, the consumer will be ensured that the order has been accepted and is being processed.

Regarding claim 26 and related claim 36, Redcart teaches a method, further comprising determining shipping information from said merchant; and notifying the consumer of said shipping information (Page 3, lines 31 – 34 and Page 6, lines 20 – 25).

Regarding claim 28, Redcart teaches a method, further comprising providing a network presence to allow the consumer to select and order said at least one product without leaving said network presence (see at least Abstract and Page 8, lines 21 - 35) and (claim 29) wherein said network presence is an Internet Web site (Figure 4) as well as (claim 30) wherein said network presence is a proprietary shopping site configured to

receive product browsing, selection, and ordering commands from the consumer via the

network (Page 8, lines 21 - 35 and Figure 4).

Regarding claim 48 and related claim 49, DiAngelo teaches said local database is

populated with said information by at least one product vendor/manufacture (Abstract

and Col 7, lines 2 – 8).

Regarding claim 50 and related claim 51, DiAngelo teaches a method retrieving new

product information from a website when said information is outdated information as

well as updating the local database (Col 6, lines 33 – 39 and Col 8, lines 31 – 35).

**Claims 3 and 32 are rejected under 35 U.S.C. 103(a) as being unpatentable over**

**the combination of DiAngelo and Redcart, as applied to claims 1 and 31 above**

**and further in view of Jacobs (US 6,334,114 B1).**

The combination of DiAngelo and Redcart disclose and teach substantially the

applicant's invention.

However, the combination does not specifically teach a method, further comprising

authenticating an identity of the consumer, and exiting the product order process when

said identity of the consumer cannot be authenticated.

On the other hand and regarding claim 3 and related claim 32, Jacobs teaches a

method, further comprising authenticating an identity of the consumer, and exiting the

product order process when said identity of the consumer cannot be authenticated (see

at least Figure 6).


It would have been obvious to one of ordinary skill in the art at the time of the

applicant's invention to have provided the combination of DiAngelo and Redcart with the

method and system of Jacobs to have enabled a method and system, further

comprising authenticating an identity of the consumer, and exiting the product order

process when said identity of the consumer cannot be authenticated – in order to be

assured of the shoppers identity. The combination of DiAngelo and Redcart discloses a

method, system and apparatus with computer readable medium of providing a user

interface to allow a consumer to order products via a network, comprising: providing a

window for the consumer to browse product information from a plurality of merchants,

said plurality of merchants including a non-affiliated merchant; providing a universal

shopping cart link for retrieving a universal shopping cart; providing product selection

links for selecting and adding selected products to said universal shopping cart; and

providing a universal shopping cart check out link for checking out said universal

shopping cart without directing the consumer to a selected merchant's site. Jacobs in

turn discloses a method, further comprising authenticating an identity of the consumer,

and exiting the product order process when said identity of the consumer cannot be

authenticated (Figure 8).  Thereby, one of ordinary skill in the art at the time of the

invention would have been motivated to extend the combination of DiAngelo and

Redcart to disclose a method, further comprising authenticating an identity of the

consumer, and exiting the product order process when said identity of the consumer

cannot be authenticated. Indeed, this will increase trust in the transaction by

participating merchants as well as reduce the cost of business as a result of reducing

fraudulent transactions.


**Claims 4 – 6, 17 – 21, 27, 31, 33 – 35, 38, and 42 - 44 are rejected under 35**

**U.S.C. 103(a) as being unpatentable over the combination of DiAngelo and**

**Redcart as applied to claims 1, 31 and 40 above, and further in view of Ferguson**

**(US 5,966,697).**


The combination of DiAngelo and Redcart disclose and teach substantially the

applicant's invention.


However, the combination does not specifically disclose and teach a method, system

and apparatus with computer readable medium of retrieving reputation, authentication,

minimum payments, searching for products, billing information, receiving orders at a

merchant system.


On the other hand and in the same area of shopping across multiple online merchants

and regarding claim 4 and related claims 5 and 42, Fergerson teaches a method, further

comprising retrieving reputation information on the consumer from a reputation

database and sending said reputation information to said at least one selected

merchant (Col 9, 54 – 65 and Col 10, line 60). Please note that a reputation of most

consumers is based on and checked regarding their credit rating via a credit bureau.

This checking is done both online and offline and is widely accepted by shoppers.

However, the step of requesting individual online merchant's to release information

about their individual online shoppers is serious privacy issue and not one that

merchant's will knowingly violate by revealing information on shoppers. Indeed, this

would expose the online merchant's to extreme litigation risk that would be

unacceptable due to privacy violations and not a prudent step to take for any online or

offline merchant – for business reasons as well as legal and ethical reasons.


Regarding claim 6, Fergerson teaches a method, wherein said step of injecting at least

one product order comprises authenticating an identity of said at least one selected

merchant, and injecting at least one product order to said at least one merchant

associated with said at least one selected product when the identity of said at least one

merchant is authenticated (Figure 8).


Regarding claim 17 and related claim 34, Fergerson teaches a method, further

comprising receiving a product type criteria, and searching for information on products

provided by said at least one merchant that match said product type criteria (Col 2, lines

33 – 34) and (claim 18) wherein searching further comprises querying a product

database having pre-stored product information (Col 3, lines 33 – 34 and Figures 1 and

2) and (claim 19) wherein searching is conducted on the Internet (Figure 1) as well as

(claim 20) wherein searching further comprises scraping at least one merchant Web site

to obtain product information (Col 2, lines 33 – 34) and (claim 21) wherein scraping a

merchant Web site comprises accessing said merchant Web site; searching for

information on products in said merchant Web site that match the product type criteria;

retrieving said information on products; and exiting said merchant Web site (Col 2, lines

33 – 54 and Col 16, lines 17 – 31). Please note that Ferguson does not specifically

disclose, "scraping". However, Ferguson does disclose searching for a product,

obtaining the information as well as exiting. With regard to scraping, the process of

obtaining information from a site on a network using "scraping" techniques is old and

well known. Thereby, one of ordinary skill in the art at the time of the invention would

have been motivated to extend the method of Ferguson with a scraping step in order to

access and retrieve the information

Regarding claim 27, Ferguson does not specifically disclose wherein the consumer is

an electronic agent of a human consumer is also known as shop bots or shopping bots.

In that regard, the method of using shopping bots was old and well known at the time of

the applicant's invention. Therefore, it would have been obvious to one of ordinary skill

in the art at the time of the invention to have enabled the method of Ferguson with

shopping bots. In this manner, the customer satisfaction would have been increased

due to the additional features to ease the applicant's shopping process.

Regarding claim 33, Fergerson teaches a method, further comprising selecting a

common payment method that is common among a plurality of said selected merchants;

and paying said selected merchants according to said common payment method (Col 9,

lines 38 – 40).


Regarding claim 35, Fergerson teaches a method, further comprising providing billing

information to the shopping site (Figure 9F).


Regarding claim 38, Fergerson teaches a method, further comprising receiving at least

one order confirmation from the shopping site (Figure 8).


Regarding claim 43, Fergerson teaches an apparatus further comprising a merchant

server for providing product information and receiving product orders injected by said

processing unit (Abstract and Figure 1).


Regarding claim 44, Fergerson teaches an apparatus, wherein said merchant server

comprises a network interface for interfacing the network; a memory for storing a

purchase service program; and a processing unit that processes the product orders

according to said purchase service program (Abstract and Figures 1 and 2).

It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the combination of DiAngelo and Redcart with the method and system with apparatus including a computer readable program of Fergerson to have enabled a method, system and apparatus with computer readable medium of retrieving reputation, authentication, minimum payments, searching for products, billing information, receiving orders at a merchant system. The combination of DiAngelo and Redcart discloses a method, system with apparatus including a computer readable medium of providing a user interface to allow a consumer to order products via a network, comprising: providing a window for the consumer to browse product information from a plurality of merchants, said plurality of merchants including a non-affiliated merchant; providing a universal shopping cart link for retrieving a universal shopping cart; providing product selection links for selecting and adding selected products to said universal shopping cart; and providing a universal shopping cart check out link for checking out said universal shopping cart without directing the consumer to a selected merchant's site. Fergerson discloses a method a method, system with apparatus including a computer readable medium of retrieving reputation, authentication, minimum payments, searching for products, billing information, receiving orders at a merchant system (Abstract and Figures 1 – 8). Therefore, one of ordinary skill in the art would have been motivated to extend the method, system and apparatus with computer readable medium of DiAngelo with a method, system and apparatus with computer readable medium of retrieving reputation, authentication, minimum payments, searching for products, billing information, receiving orders at a merchant system.

**Claims 7, 8, 37 and 41 are rejected under 35 U.S.C. 103(a) as being unpatentable over the combination of DiAngelo and Redcart, as applied to claims 1, 31 and 40 above and further in view of alexa.com screen captures via the WayBackMachine (archieve.org) and dated Feb 29, 2000 (hereafter referred to as "Alexa").**

The combination of DiAngelo and Redcart disclose and teach substantially the applicant's invention.

However, the combination does not specifically disclose and teach a method, further comprising retrieving reputation information on said at least one selected merchant from a reputation

On the other hand and regarding claim 7 and related claims 8, 37 and 41, Alexa teaches a method, further comprising retrieving reputation information on said at least one selected merchant from a reputation database (Page 2).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to have provided the combination of DiAngelo and Redcart with the method and system of Alexa to have enabled a method and system further comprising retrieving reputation information on said at least one selected merchant from a reputation database – in order to provide shoppers with relative ratings on each

merchant. The combination of DiAngelo and Redcart discloses a method, system and

apparatus with computer readable medium of providing a user interface to allow a

consumer to order products via a network, comprising: providing a search component

for searching a local database fro information relating to at least one product prior to

searching at least one website for said information; providing a window for the

consumer to browse product information from a plurality of merchants, said plurality of

merchants including a non-affiliated merchant; providing a universal shopping cart link

for retrieving a universal shopping cart; providing product selection links for selecting

and adding selected products to said universal shopping cart; and providing a universal

shopping cart check out link for checking out said universal shopping cart without

directing the consumer to a selected merchant's site. Alexa in turn discloses a method,

further comprising retrieving reputation information on said at least one selected

merchant from a reputation database (Page 2). Therefore, one of ordinary skill in the art

would have been motivated to extend the combination of DiAngelo and Redcart with a

method and system comprising retrieving reputation information on said at least one

selected merchant from a reputation database. In this manner, the shoppers satisfaction

will be increased due to a more complete review of a merchant and thereby increase

the probability that they will recommend the site to others.

**Claims 11 and 13 – 16 are rejected under 35 U.S.C. 103(a) as being**

**unpatentable over the combination of DiAngelo and Redcart as applied to claims**

**1 and 13 above and further in view of Phillippe (US 6,643,624 B2).**

The combination of DiAngelo and Redcart substantially disclose and teach the applicant's invention.

However, the combination does not specifically disclose a method, wherein said services are obtained from said merchant's site by obtaining a copy of each page of said merchant's site relating to product orders using a plurality of accounts; further comprising repeating the steps of displaying product information and adding at least one product selected by the customer to said universal shopping cart until a check out command is received from the consumer; and repeating the step of injecting at least one product order until all of the product orders have been processed; further comprising generating at least one product key each of which uniquely identifies each of the selected products and a merchant associated with the selected product; further comprising determining the minimum number of payments that are needed to pay for all of said at least one selected product; further comprising determining at least one common payment method supported by said at least one selected merchant; and paying said at least one selected merchant according to said common payment methods

On the other hand and regarding claim 11, Phillippe teaches a method, wherein said services are obtained from said merchant's site by obtaining a copy of each page of said merchant's site relating to product orders using a plurality of accounts (Figure 2D).

Regarding claim 13, Phillip teaches a method, further comprising repeating the steps of

displaying product information and adding at least one product selected by the customer

to said universal shopping cart until a check out command is received from the

consumer; and repeating the step of injecting at least one product order until all of the

product orders have been processed (Abstract).


Regarding claim 14, Phillippe teaches a method, further comprising generating at least

one product key each of which uniquely identifies each of the selected products and a

merchant associated with the selected product (Figure 2D).


Regarding claim 15, Phillippe teaches a method, further comprising determining the

minimum number of payments that are needed to pay for all of said at least one

selected product (Figure 2D).


Regarding claim 16, Phillippe teaches a method, further comprising determining at least

one common payment method supported by said at least one selected merchant; and

paying said at least one selected merchant according to said common payment

methods (Figure 2D).


It would have been obvious to one of ordinary skill in the art at the time of the invention

to have provided the combination of DiAngelo and Redcart with the method of Phillippe

to have enabled a method wherein said services are obtained from said merchant's site by obtaining a copy of each page of said merchant's site relating to product orders using a plurality of accounts; further comprising repeating the steps of displaying product information and adding at least one product selected by the customer to said universal shopping cart until a check out command is received from the consumer; and repeating the step of injecting at least one product order until all of the product orders have been processed; further comprising generating at least one product key each of which uniquely identifies each of the selected products and a merchant associated with the selected product; further comprising determining the minimum number of payments that are needed to pay for all of said at least one selected product; further comprising determining at least one common payment method supported by said at least one selected merchant; and paying said at least one selected merchant according to said common payment methods. In turn, the combination of DiAngelo and Redcart disclose the independent claims as recited. Phillippe discloses a method wherein said services are obtained from said merchant's site by obtaining a copy of each page of said merchant's site relating to product orders using a plurality of accounts; further comprising repeating the steps of displaying product information and adding at least one product selected by the customer to said universal shopping cart until a check out command is received from the consumer; and repeating the step of injecting at least one product order until all of the product orders have been processed; further comprising generating at least one product key each of which uniquely identifies each of the selected products and a merchant associated with the selected product; further

comprising determining the minimum number of payments that are needed to pay for all

of said at least one selected product; further comprising determining at least one

common payment method supported by said at least one selected merchant; and

paying said at least one selected merchant according to said common payment

methods (Abstract and Figure 2D). Therefore, one of ordinary skill in the art would have

been motivated to extend the combination of DiAngelo and Redcart with a method

wherein said services are obtained from said merchant's site by obtaining a copy of

each page of said merchant's site relating to product orders using a plurality of

accounts; further comprising repeating the steps of displaying product information and

adding at least one product selected by the customer to said universal shopping cart

until a check out command is received from the consumer; and repeating the step of

injecting at least one product order until all of the product orders have been processed;

further comprising generating at least one product key each of which uniquely identifies

each of the selected products and a merchant associated with the selected product;

further comprising determining the minimum number of payments that are needed to

pay for all of said at least one selected product; further comprising determining at least

one common payment method supported by said at least one selected merchant; and

paying said at least one selected merchant according to said common payment

methods.

### *Response to Arguments*

Applicant's arguments with respect to claims 1 - 51 have been considered but are moot in view of the new ground(s) of rejection.

Applicant argues search that DiAngelo does disclose or teach neither the local search capability nor a consistent user interface.

Please see above rejection for appropriate sections of the reference, which disclose these features.

### *Conclusion*

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. The prior art is Ross (US 6,629,135 B1), which discloses common look and feel across multiple websites and Jones (US 6,256,623 B1), which discloses a consistent user interface.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Rob Rhode** whose telephone number is **(703) 305-8230**. The examiner can normally be reached Monday thru Friday 7:00 AM to 4:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Wynn Coggins** can be reached on **(703) 308-1344**.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the **Receptionist** whose telephone number is **(703) 308-1113**.

Any response to this action should be mailed to:

**Commissioner for Patents**

**P.O. Box 1450**

**Alexandria, Va. 22313-1450**

or faxed to:

**(703) 872-9306**     [Official communications; including

After Final communications labeled

"Box AF"]

**(703) 746-7418** [Informal/Draft communications, labeled

"PROPOSED" or "DRAFT"]

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal

Drive, Arlington, VA, 7th floor receptionist.


RER

Jeffrey A. Smith
Primary Examiner